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ABSTRACT

This paper describes the development of a Library Resource Center of promotional and marketing materials that is available in multiple languages on the ISI Web site. Collaboration between the ISI marketing staff in the United Kingdom, who built this electronic library, and librarians in other countries is discussed. U.S corporate marketing initiatives are addressed, including customized campaigns to promote awareness and provide training materials as needed in pre- and post-sale environments. Several sample pages from the ISI Web site are included. (MES)

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Collaborative Marketing: Library and Vendor Partnerships

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ISSUES

The move to electronic access has presented multiple issues for librarians. One issue centers on the need to inform users about the availability of proposed or new Web-based resources. This has been a traditional marketing issue.

Another issue involves the need to continuously train and update this evolving user base as Web-based resources are introduced in a pre-sales environment or updated in a post-sales environment. This traditionally has been an educational concern. The number of different Web resources available and the fact that there are few opportunities for individual or on-site formal training complicate this onerous task

Both issues assume even greater importance when we factor in the emphasis now being placed on usability reports as a tool to justify both initial purchases and renewal options.

SHARED RESPONSIBILITY

At ISI we feel that these issues are of equal concern to librarians and vendors and that we should share the responsibility for their resolution. We are in a good position to do so based—to a large degree—on the input from our customers. From the first release of our electronic products, we have developed marketing and training aids. What we are doing now that is different is developing these aids in a Web format and working even more closely with the library community so that they are made aware of their availability.

Today, these approaches have been centralized on the ISI Web site in a Library Resource Center that is available in multiple languages. We continue to expand this site and to work directly with institutions to customize materials.

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UNITED KINGDOM COLLABORATIVE APPROACH

The ISI UK marketing staff—working closely with Account Managers throughout Europe, the Middle East and Africa—have been instrumental in building a Web-based Library Resource Center. This electronic library was first conceived in a conversation over two years ago with Jan Haines, Head Academic Library Services and Anthony Brewerton, Subject Team Leader for Arts, Social Sciences and Health Care, Oxford Brooks University.

At their institution, they displayed materials that they had put together to promote *ISI Web of Science*℠ and mentioned to the ISI UK staff how useful it would be to have easy access to electronic promotional material to download and distribute to users. From this informal request, the concept for a Web-based Library Resource Center was born.

Working with this initial request, in 1999, ISI staff in the United Kingdom expanded the idea and conceptually designed Web pages that would increase awareness and usage and tested the concept by interviewing librarians in the United Kingdom, France, Germany, and Spain. Several librarians endorsed the concept and were instrumental in shaping the electronic materials.

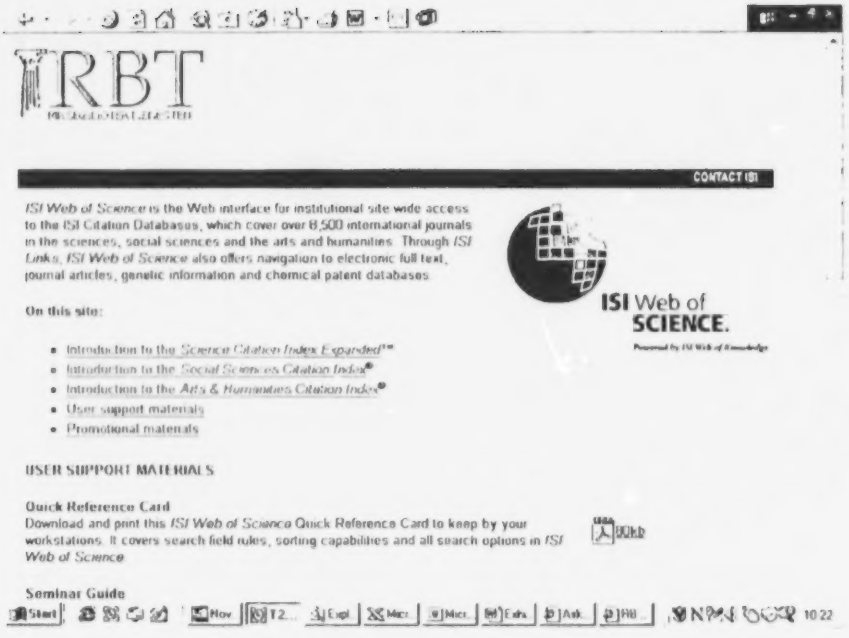
Consequently, the UK staff designed a Library Resource Center of promotional and marketing materials in four languages that included animated banners, color posters, interactive multimedia, e-Cards, demos and logos, and graphics. Concurrently, they developed a section so that educational and training materials would be easily accessed.

This was the first acknowledgement that the two issues or challenges – marketing and education – could be resolved via the Web in a parallel approach.

These materials were organized by language – English, French, German and Spanish – and then by product and made accessible via the ISI European Web site. Suggestions were added on how to use these marketing materials. For example, adjacent to the logos and graphics section were the instructions: "Use ISI product logos and graphics to customize your own promotional materials."

Identifying library staff at selected institutions, ISI publicized the availability of these marketing materials. Reaction was very positive, and the materials were used within these communities to the benefit of the library and ISI. Usage of ISI products increased as library staff and patrons became more aware of database availability and specific product access, without additional direct promotional cost to the library.

Some librarians requested permission to customize materials. The idea has been refined at such institutions as RBT (Riksbibliotektjenesten) in Norway who asked for customization of html pages so that they could insert their library logo and provide an alternate page in Dutch that linked to translated ISI-produced training material. See figure 1 and figure 2.


RBT
CONTACT ISI
ISI Web of SCIENCE.
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Introduction to the Science Citation Index Expanded™
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USER SUPPORT MATERIALS
Quick Reference Card
Download and print this ISI Web of Science Quick Reference Card to keep by your workstations. It covers search field rules, sorting capabilities and all search options in ISI Web of Science.
Seminar Guide

Figure 1.

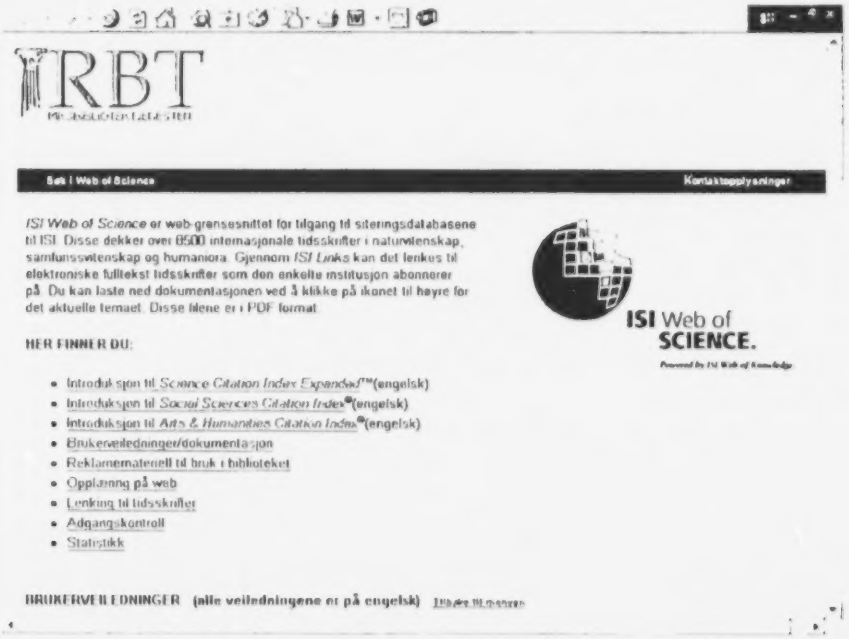

Figure 2.

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EXPANSION OF THE ISI ELECTRONIC LIBRARY CENTER

Because of the success of the European program, ISI has integrated this model into the main ISI Web site and expanded the concept so that all regions of the world can utilize it. The main site's Library Resource Center is segmented so that a librarian can easily select promotional material to identify and download training aids. Researches or users are directed to a section of the Library Resource Center that includes tutorials and other educational aids.

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ISI Web of KNOWLEDGE.
Transforming Research
Anna Kågedal, a librarian at the Karolinska Institutet in Stockholm, Sweden, ISI Web of Science is a key tool she uses to help more than 5,000 students and medical researchers search the primary literature.
Resource Center for Librarians
ISI Web of Knowledge
ISI Web of Science
ISI Proceedings
ISI Current Contents Connect
Derwent Innovations Index
BIOSIS Previews
ISI Chemistry
ISI JCR Web
ISI Essential Science Indicators
Dr. Bengt Samuelsson at the Karolinska Institutet in Stockholm, Sweden. His discoveries about hormone-like substances called leukotrienes have advanced the treatment of asthma and other inflammatory conditions.
Resource Center for Researchers
ISI Web of Knowledge
ISI Web of Knowledge
ISI Web of Science
ISI Proceedings
ISI Current Contents Connect
Derwent Innovations Index
BIOSIS Previews
ISI Chemistry
ISI JCR Web

Figure 3 shows the main portal page for the Library Resource Center in English. Notice that there are two options. A visitor to the site can choose to follow the Librarian or Researcher path and do so by product.

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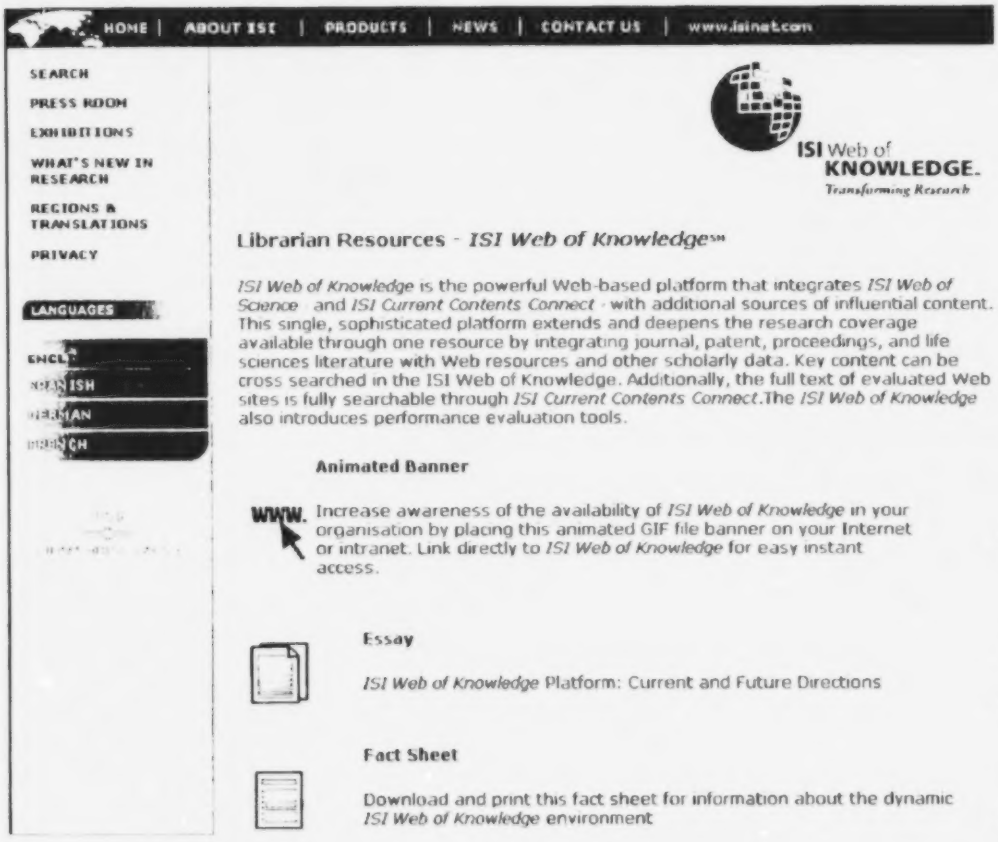
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ISI Web of Knowledge is the powerful Web-based platform that integrates ISI Web of Science and ISI Current Contents Connect - with additional sources of influential content. This single, sophisticated platform extends and deepens the research coverage available through one resource by integrating journal, patent, proceedings, and life sciences literature with Web resources and other scholarly data. Key content can be cross searched in the ISI Web of Knowledge. Additionally, the full text of evaluated Web sites is fully searchable through ISI Current Contents Connect.The ISI Web of Knowledge also introduces performance evaluation tools.
Animated Banner
WWW.
Increase awareness of the availability of ISI Web of Knowledge in your organisation by placing this animated GIF file banner on your Internet or intranet. Link directly to ISI Web of Knowledge for easy instant access.
32kb
Essay
ISI Web of Knowledge Platform: Current and Future Directions
60kb
Fact Sheet
Download and print this fact sheet for information about the dynamic ISI Web of Knowledge environment
76kb

Figure 4 is the Librarian's *ISI Web of Knowledge*[sm] page. Note that some of this material has been designed so that it can be easily "snatched" and inserted into communications designed on-site by librarians and information specialists. For instance, the logo for *ISI Web of Knowledge*[sm] can be used to add a little interest to an e-mail announcing an upgrade in the product or one pointing out a search tip.

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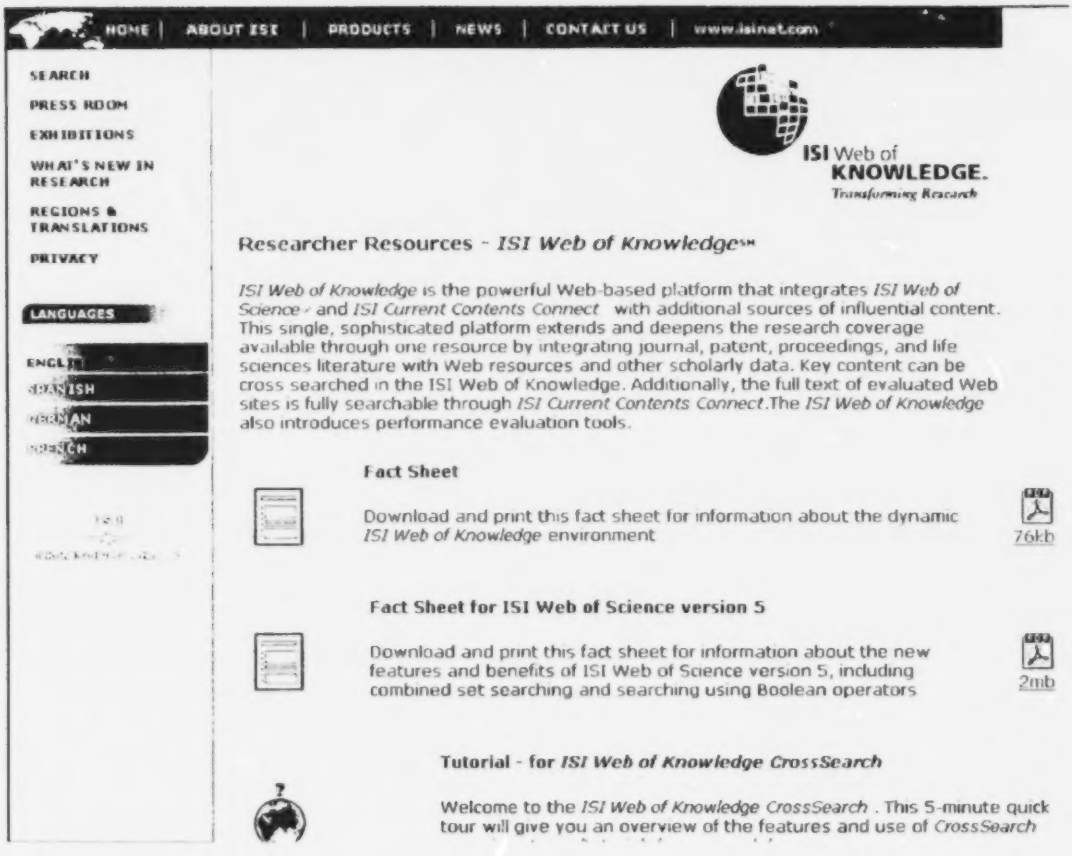
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ISI Web of Knowledge is the powerful Web-based platform that integrates ISI Web of Science and ISI Current Contents Connect with additional sources of influential content. This single, sophisticated platform extends and deepens the research coverage available through one resource by integrating journal, patent, proceedings, and life sciences literature with Web resources and other scholarly data. Key content can be cross searched in the ISI Web of Knowledge. Additionally, the full text of evaluated Web sites is fully searchable through ISI Current Contents Connect.The ISI Web of Knowledge also introduces performance evaluation tools.
Fact Sheet
Download and print this fact sheet for information about the dynamic ISI Web of Knowledge environment
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Fact Sheet for ISI Web of Science version 5
Download and print this fact sheet for information about the new features and benefits of ISI Web of Science version 5, including combined set searching and searching using Boolean operators
2mb
Tutorial - for ISI Web of Knowledge CrossSearch
Welcome to the ISI Web of Knowledge CrossSearch . This 5-minute quick tour will give you an overview of the features and use of CrossSearch

Figure 5 is the users or researchers page. All marketing material has been removed, leaving just educational material. One interesting resource is the tutorial—a short Web instructional tour of the platform. It is simple in design and direct in its presentation.

CONTINUING COLLABORATION AND CUSTOMIZATION

Even though the Electronic Resource Center successfully combines marketing and training materials there is still a need at some institutions for customization. As an example, we are also working with the library community on a major project. They requested, among other things, blanket permission to take materials from the ISI Web site and adapt it for their own local use. One idea that they are implementing is the insertion of various questions for students so those tutorials become a marked exercise. Linda Humpheys from the JIBS User Group, which supports services provided by the JISC in the UK, feels that getting the students to answer questions focuses their attention and encourages them to complete the tutorial and retain more information.

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UNITED STATES CORPORATE MARKETING INITIATIVES

The ISI marketing and sales staff in North America can now make this Web resource available to their customers. To date, corporate marketing efforts in the United States are collaborative. Account Managers work closely with the US-based marketing staff who, in turn, collaborate with the librarian or information specialist at a site to determine their objectives in a pre- or post-sales environment. ISI staff then design customized campaigns to promote awareness and provide training materials as needed. Their objective is to offer a service that guarantees that the librarian or information specialist gets "the most for their money".

In a pre-sales environment, it is important for the librarian to demonstrate that the proposed product will be of interest and value to researchers. In a post-sale environment, strong usage must be demonstrated.

In pre-sales environments, ISI staff has provided e-mail notices with embedded quick reference cards, hosted on-site events and follow-up with electronic flyers. Pre-sale, at a pharmaceutical institution, ISI marketing designed an electronic internal promotion with a PalmPilot as a prize, thus generating awareness and demonstrating value and interest. More recently a worldwide program has been designed that will aid librarians and researchers in an *ISI Web of Knowledge*[sm] trial environment.

Our efforts have been appreciated. Post-sale, at one Fortune 500 company, ISI marketing provided personnel for a training and awareness seminar that was made available internationally via an interactive Web broadcast and recorded for use later. One librarian, who worked with the ISI marketing staff commented: "You take the burden off my staff and myself. You do the work. We reap the benefit. You have helped me publicize your product at no additional cost and allowed me to brand that effort. We need to continue this relationship"

COLLABORATION: GOING FORWARD

Marketing staff in Philadelphia will focus on alerting corporate sites and ARL libraries in the United States and Canada about the availability of this Library Resource Center. North American corporate marketing will continue their efforts and are designing a template that will allow them to track each effort and demonstrate success stories. European marketing staff will continue serving the UK, France, Germany, and Spain. The Latin American staff will focus on customers in Mexico and Brazil.

Baseline studies will be made of the usage of the newly designed Library Resource Center in April and May. Trend reports will then be issued on a monthly basis with analysis provided by market. The reports will include an initial cost analysis of any marketing efforts necessary to "jump start" the Library Resource Center. For example, it is expected that some marketing groups will launch a direct mail effort to alert librarians of the availability of these materials.

COLLABORATIVE ANALYSIS: THE LIBRARY COMMUNITY

To further test reaction to the Library Resource Center, in September, users and librarians will be asked to participate in a Web-based marketing research survey on the ISI Web site. This information will help shape future marketing material that will aid librarians in their efforts to increase awareness of ISI resources. We will need your input. To date, it is the discussions that our staff in the United Kingdom has had with your colleagues that have brought us to this point. Please let's continue a dialogue and continue to work together.

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